



**DOGWOOD**  
HEALTH TRUST

## **Chief Financial Officer**

**Asheville, NC and  
surrounding area**

**April 2022**



In Western North Carolina, the term “community” has deep meaning. In what has traditionally been an isolated part of the country, sometimes removed from decisions made at the state’s capital, there has always been strength, resilience, and compassion in the many communities of Western North Carolina. People rely on the kindness of their neighbors and sometimes there is skepticism of well-meaning outsiders. While the spirits and resolve of those in Western North Carolina (WNC) are strong, many have experienced poverty, challenges with finding quality local healthcare, shortages of affordable housing, and access to equitable education. Across the 18 counties and the Qualla Boundary that [Dogwood Health Trust](#) serves, the people of WNC work tirelessly to break generational cycles and to provide resources for their neighbors. With the creation of Dogwood Health Trust, the largest philanthropic organization in the region, there is renewed hope that local partners can work together to solve the root causes of some of WNC’s challenges. A key person in the strategic vision of Dogwood Health Trust is the next **Chief Financial Officer** who will not only ensure financial compliance but also be a respected voice in the Trust’s impact investments.

## HISTORY

Dogwood Health Trust is a \$1.8 billion private health conversion foundation based in Asheville, North Carolina. Dogwood became operational in 2019 upon the sale of the assets of Mission Health System to HCA Healthcare. Dogwood focuses on achieving radical and equitable impact for all who reside in WNC by engaging the public, private, and nonprofit sectors together on four initiatives: Housing, Education, Economic Opportunity and Health & Wellness. These four areas align to serve the entire person. Dogwood is committed to strategies that, while emphasizing one of the four areas of impact, positively affect the other three. The conversion has opened the door to unforeseen opportunities in the region, and Dogwood's responsibility is to catalyze leaders and problem solvers, both locally and from outside the area, to improve the lives of all Western North Carolinians. Dogwood works with local leaders and community residents themselves to solve the causes of regional problems, not just the symptoms. The Chief Financial Officer (CFO) will ensure the [investments](#) made by the Trust have the greatest ROI (return on investment *and* return on impact).



The values of Dogwood Health Trust are upheld by staff and the Board of Directors, informing community engagement and philanthropic investment.

- **Compassion with Courage.** We will be bold in pursuing our commitment to the people and communities of Western North Carolina by taking smart risks and investing in opportunities for profound impact.
- **Sustainability with Integrity.** We will bring transparency and humility in stewarding resources to support and strengthen Western North Carolina for generations to come.
- **Partnering with Purpose.** We will foster collective impact by promoting collaboration and advancing shared learning.

The Chief Financial Officer, working with the Chief Executive Officer and the Board of Directors, will ensure the financial strategy of Dogwood Health Trust aligns with these values and that financial decisions are consistent with being a steward of assets that benefit all in Western North Carolina.

## THE MANDATE

Reporting to the CEO, the Chief Financial Officer is responsible for helping to shape, implement and maintain strong internal financial systems as well as external financial strategies. Dogwood's CFO serves as a strategic advisor to the CEO and oversees and stewards Dogwood's financial health while maintaining external financial compliance.

The CFO will have a demonstrated understanding of similar sized non-profits and public and private funding streams and have experience in guiding decision-making and forecasting around non-profit or foundation business operations and programmatic opportunities.

### **Maintain Strong Financial Systems and Controls**

- Maintain high-quality, efficient, and effective systems and tools to support Dogwood's purpose and ensure the overall financial strength of the organization.
- Lead all aspects of financial planning, controls, and oversight including organizational and programmatic budgeting, operational and endowment accounting and reporting, 990 audit, corporate filing, and external compliance.
- Provide financial analyses and forecasts to support sound business decisions and build systems and controls for program financial resilience and integrity.
- Ensure foundation-wide compliance on a broad range of financial regulatory and compliance matters; manage internal tax audits, external reporting, and organizational risk.
- Serve as primary liaison to the following Dogwood Board of Directors Committees: Finance, Investment, Impact Investing and Audit Committees (in collaboration with Dogwood's Compliance Officer).

### **Operationalize Strategic Directions and Priorities**

- Assess and maintain capital structures that enable Dogwood to access new funding possibilities and partnerships, positioning the organization to create innovative programming and subsidiary entities to respond to sector opportunities and community needs.



- Provide thought partnership to the CEO by proactively addressing issues and strategic opportunities and making recommendations supported by rigorous financial analyses, scenario modeling, assessment of risk, and due diligence.
- Provide executive leadership for Dogwood’s investment portfolio with the goal of optimizing returns and driving long-term value of the portfolio as well as overseeing, in consultation with the CEO, the Board’s Investment Committee, investment firm, investment policy, asset allocation, portfolio construction and risk management.
- Provide executive leadership for Dogwood’s Impact Investing portfolio by working closely with the Board’s Impact Investing Committee to develop and refine Dogwood’s Impact Investing strategy, policy and operational plans as well as reviewing the Mission Related Investments (MRIs) and Program Related Investments (PRIs).
- Provide leadership and guidance to Dogwood’s core operations and improve processes and policies in support of Dogwood goals.
- Support compliant and timely grant making and investing in accordance with all applicable laws and regulations for a private non-profit foundation.



## **THE INDIVIDUAL**

The ideal Chief Financial Officer candidate will have at least 15 years of strategic financial management experience in an organization comparable in size to Dogwood. The next CFO will be a strategic partner to the CEO and to the Board of Directors, competent in investment oversight and reporting on substantial financial assets comparable to Dogwood’s endowment. The CFO will understand the four areas of impact of Dogwood investments and will work to be a leader and mentor to the Impact team, helping to strengthen the Impact team’s understanding of strategic investment opportunities.

The Chief Financial Officer will have an undergraduate degree in relevant area of study and will ideally have a graduate degree and/or professional certifications.

## The next Chief Financial Officer

- Shows success in building or maintaining financial infrastructure, systems, and policies in an organization of similar size/scope;
- Has the ability to develop a clear and strategic operational vision;
- Is adept at synthesizing information and translating vision into action steps for the short and long term;
- Demonstrates strong knowledge and skills related to financial accounting and reporting standards as defined by the Financial Accounting Standards Board or equivalent entities;
- Demonstrates strong experience in managing investment portfolios and effectively managing relationships with investment consultants and asset managers; Excels in mentoring, managing, training, developing, and directing finance and accounting staff and functions; leads strategically and through professional engagement, developing and retaining a high-functioning finance and accounting team;
- Consistently motivates staff to achieve goals through individual and team supervision, performance management, coaching, and professional development;
- Communicates effectively based on the specific circumstances, such as coaching employees, facilitating meetings, conducting training or educational sessions, delivering formal presentations, or conveying complex information to senior leadership and other audiences.



## **ORGANIZATIONAL STRUCTURE**

The Chief Financial Officer reports to the Chief Executive Officer. The CFO leads a team of five with partnerships with other senior leadership. The CFO also leads four committees made of members of the Board of Directors.

## **LOCATION**

Dogwood Health Trust is located in Asheville, NC, but the CFO could be based in any of the 18 counties or the Qualla Boundary. The Dogwood Health Trust team works in a hybrid style, convening in the newly completed office several times a week. The CFO will have relationships within North Carolina and around the country and will draw on outside success and expertise to benefit every WNC community.

## **DOGWOOD'S COMMITMENT TO EQUITY AND INCLUSION**

Dogwood Health Trust is committed to diversity, equity, and inclusion in our work and on our teams. We know that the rich diversity of perspectives and wisdom that is imperative to our purpose can only come from a wide variety of origins and life experiences. We strongly believe that creating a workplace where all team members thrive is critical to fulfilling our purpose in the communities we serve and we intentionally recruit, develop, and retain the most talented people from a diverse candidate pool.

**To apply or to suggest a prospect, please email [DHTCFO@intentionalworks.com](mailto:DHTCFO@intentionalworks.com)**

**or contact Laura Lovelace at 404-423-0866.**

